

TQF.3

Bachelor's Degree

Master's Degree



College of Hospitality Industry Management

Course Specification

Course Code: IAC3306 Course Title: Cabin Crew Management

Credits: 3(2-2-5)

Program: Airline Business

College of Hospitality Industry Management

Suan Sunandha Rajabhat University
(CHM)

Semester : 1 Academic Year :2023

Section 1 General Information

1. Code and Course Title :

Course Code: IAC 3306

Course Title (English): Cabin Crew Management

Course Title (Thai): การจัดการของพนักงานต้อนรับบนเครื่องบิน

2. Credits : 3 (2-2-5)

3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Arts, Program in Airline Business
(International Program).

3.2 Course Category:

General Education

Major Course

Elective Course

Others

4. Lecturer Responsible for Course and Instructional Course

Lecturer (s) :

4.1 Lecturer Responsible for Course: Ms.Korawin Kungwola

4.2 Instructional Course Lecturer(s): None

5. Contact/Get in Touch

5.1 Ms.Korawin Kungwola Mobile: 063- 9914288

E-mail: korawin.ku@ssruic.ac.th

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2023

6.2 Number of the students enrolled: 1 class (25 per class)

7. Pre-requisite Course (If any)

Course Code: None Course Title: None

8. Co-requisite Course (If any)

Course Code: None Course Title: None

9. Learning Location

Building: College of Hospitality Industry Management, Nakhon Pathom Education Center

10. Last Date for Preparing and Revising this Course:

10 July 2023

Section 2 : Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

1.1 Morals and Ethics

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) The ability to make decisions in business according to moral concepts and judgments.

1.2 Knowledge

- (1) The ability to identify the business theories and describe important case studies,
- (2) The ability to provide an analysis and provide the solution to real world problems,
- (3) The ability to use business knowledge integrated with other disciplines.

1.3 Cognitive Skills

- (1) The ability to gather and summarize information, and conduct research,
- (2) Self-study and sharing information to the class,
- (3) The ability to solve problems from case studies.

1.4 Interpersonal Skills and Responsibility

- (1) The ability to communicate in English,
- (2) The ability to use English to solve business problem,
- (3) Initiate some new business ideas and have leadership.

1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Be able to use basic ICT skills and apply them to daily life,
- (2) Be able to use statistics and mathematics to solve business problems,
- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)

The frequency and level of student engagement will be assessed for the curriculum including multimedia, homework assignments, exams, and textual content. Learning exercises and activities that result in higher student engagement will be adapted to future lessons.

Section 3 Characteristics and Operation

1. Course Outline

The course provides knowledge on personality & grooming, good appearance, service mind, personal touch, deal with difficult passenger, passenger handling, in-flight service rules and regulations, crew roster, In-flight Service Mock-up & Procedure, briefing and assignment. Facilities familiarization (aircraft, cabin crew center). Cabin safety technical term, emergency equipment and procedure, safety demonstration, cabin preparation and evaluation, in-flight security, Dangerous Goods, First Aid.

ความรู้ในเรื่องบุคลิกภาพและการแต่งกายที่เหมาะสมกับอาชีพพนักงานต้อนรับบนเครื่องบิน การมีจิตใจรักการบริการ การดูแลเอาใจใส่ผู้โดยสาร การแก้ไขปัญหาที่เกิดจากผู้โดยสาร กฎและระเบียบในการให้บริการบนเครื่องบิน ตารางการทำงาน การฝึกการให้บริการบนเครื่องบิน ขั้นตอนการให้บริการบนเครื่องบิน ความรู้เกี่ยวกับส่วนต่าง ๆ ของเครื่องบินและภายในห้องผู้โดยสาร การดูแลความปลอดภัยบนเครื่องบิน ความรู้เรื่องอุปกรณ์รักษาความปลอดภัยบนเครื่องบิน การสาธิตอุปกรณ์ความปลอดภัย วัตถุอันตรายต้องห้ามในการนำติดตัวสู่ห้องพักผู้โดยสาร การปฐมพยาบาลเบื้องต้น

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self-Study (hours)
30 hours	-	18 hours	3+ (if any)

3. Time Length per Week for Individual Academic Consulting and Guidance

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer's office: Room No.: 304

Building: College of Hospitality Industry Management
(Nakhonpathom Education Center / CHM)

3.2 Consulting via office telephone/mobile phone: as above

3.3 Consulting via E-Mail: as above

3.4 Consulting via Social Media (Facebook/Twitter/Line)

Line:

3.5 Consulting via Computer Network (Internet/Web board)

Teacher Website: [https://elchm.ssrุ.ac.th/korawin_ku/](https://elchm.ssrु.ac.th/korawin_ku/)

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) The ability to deliver or to complete a required task at or the appointed time,
- (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) The ability to make decisions in business according to moral concepts and judgments.

1.2 Teaching Strategies

- (1) The team of students will help to remind other team members to be on time,

(2) Provide an example of integrity in classroom such as no plagiarism,

(3) Provide a case study that explains business ethics.

1.3 Evaluation Strategies

(1) Checking student attendance every class,

(2) Evaluate from how many students cheating in exam,

(3) Evaluate from students' responsibility on their contribution on group project.

2. Knowledge

2.1 Knowledge to be acquired

- (1) The ability to identify the business theories and describe important case study,

- (2) The ability to provide an analysis and provide the solution to real world problems,

- (3) The ability to use business knowledge integrated with other disciplines.

2.2 Teaching Strategies

(1) Use Problem-based learning,

(2) Use cooperative learning techniques,

(3) Invite guest speaker who is an expert in real world business.

2.3 Evaluation Strategies

(1) Pop-quiz, midterm, and final exam,

(2) A group project,

(3) Class Presentation.

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) The ability to gather and summarize information, and conduct research,

- (2) Self-study and sharing information to the class,

- (3) The ability to solve problems from case studies.

3.2 Teaching Strategies

(1) Group presentations,

(2) Participate in real competitions such as business plan writing,

(3) Problem-based learning.

3.3 Evaluation Strategies

(1) Evaluate individual and group research and studies,

- (2) Evaluate in class activities and personal involvement,
- (3) Class presentations and discussion.

4. Interpersonal Skills and Responsibility

4.1 Interpersonal Skills and Responsibility to be developed

- (1) The ability to communicate in English,
- (2) The ability to use English to solve business problem,
- (3) The ability to initiate some new business ideas and have leadership.

4.2 Teaching Strategies

- (1) Allow students with work in unfamiliar situation with new team members,
- (2) Practice business manner and how to deal with customers,
- (3) Use advance business English to communicate in class and with lecturers.

4.3 Evaluation Strategies

- (1) How students participate in teamwork,
- (2) How students use advance business English in their presentation,
- (3) Evaluate students' business creativities and innovativeness by keynote speaker involvement or students contest organization.

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology Skills to be developed

- (1) Be able to use basic ICT skills and apply them to daily life,
- (2) Be able to use statistics and mathematics to solve business problems,
- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

5.2 Teaching Strategies

- (1) Use case studies that allow students to implement their knowledge of statistics and mathematics to solve business problems,
- (2) Use activities such as encouraging students to show their work in an exhibition,
- (3) Students will form a team and do the group projects that require two-ways communication and develop their social skills.

5.3 Evaluation Strategies

- (1) Evaluate the correct application of statistics and mathematics to solve problems,

- (2) Evaluate their ability to present their work in at an exhibition,
- (3) Evaluate their ability to use software computer such as Photoshop doing their work.

Remark: Symbol ● means ‘major responsibility’

Symbol ○ means ‘minor responsibility’

No symbol means ‘no responsibility’

The above symbols were shown in ‘Curriculum Mapping’ of TQF 2. (Program Specification)

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Introduction to Cabin Crew Management - History of Cabin Crew - Aircraft, Airport, and Ground Terminology	3 hrs.	<ul style="list-style-type: none"> • Direct instruction and group discussion • Student centered: cooperative learning (In-flight Service Project) • Assignment Individual and Team 	Mrs. Korawin
2	Crew Member Coordination & Communication, Pre-flight briefing - Chain of Command - Cabin Crew Team Structure - Work Positions and Specific Responsibilities - Pre-flight briefing procedure	3 hrs.	<ul style="list-style-type: none"> • Direct instruction and group discussion • Students' individual research on 'Service Standard' 3 persons per week 	Mrs. Korawin
3	Emergency Equipment check - Emergency equipment check procedure	3 hrs.	<ul style="list-style-type: none"> • Direct instruction and group discussion • Student-centered: Cooperative learning • Individual practice 	Mrs. Korawin

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
4	Security check -Security check procedure	3 hrs.	- Direct Instruction - Student centered: cooperative learning - Individual and Group activity	Mrs. Korawin
5	Boarding and Public announcement Cabin Interphone System - Public announcement	3 hrs.	Direct Instruction - Student centered: cooperative learning - Individual & Group activities	Mrs. Korawin
6	In-flight Service - Safety Demonstration - Inflight service procedure	3 hrs.	- Direct Instruction - Student centered: cooperative learning - Role play	Mrs. Korawin
7	In - flight service Practice	3 hrs.	Role play	Mrs. Korawin
8	Midterm	3 hrs.	Paper Test	Mrs. Korawin
9	CIQ - Customs , Immigration & Quarantine procedure	3 hrs.	- Direct Instruction - Student centered: cooperative learning - Role play	Mrs. Korawin
10	• Safety and Emergency Procedure - Emergency Equipment - Passenger Safety	3 hrs.	- Direct Instruction - Student centered: cooperative learning - Role play - Oral practice	Mrs. Korawin

	<p>Briefing</p> <ul style="list-style-type: none"> - Evacuation and Emergency Procedure - Safety Demonstration - Dangerous Goods 			
11	<p>Emergency evacuation practice</p>	3 hrs.	-Role play	Mrs. Korawin
12	<p>Customer service</p> <ul style="list-style-type: none"> - Special passenger 	3 hrs.	<ul style="list-style-type: none"> - Direct instruction - Student centered: cooperative learning - Mock-up practice 	Mrs. Korawin
13	<ul style="list-style-type: none"> • Preparation on Ground - Service Sequence -Emergency Equipment Check -Security Check -Meal check -Cabin Check -Galley Check -Welcome procedure -Before take off 	3 hrs.	<ul style="list-style-type: none"> - Direct instruction - Student centered: cooperative learning - Mock-up practice 	Mrs. Korawin

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
14	<ul style="list-style-type: none"> ● In-flight Service procedure - Meal Service - Taking meal orders - Breakfast service - Supper service - Light meal service - Lunch & Dinner service - Bread service - Cheese and fruits service - Dessert and tea/coffee service - Passengers' comfort and privacy - Duty free sales service - In-flight entertainment service -Post flight 	3 hrs.	<ul style="list-style-type: none"> - Direct Instruction - Student centered: cooperative learning - Mock-up practice 	Mrs. Korawin
15	<ul style="list-style-type: none"> ● Inflight Service Demonstration and practice 	3 hrs.	Guest Speaker	Mrs. Korawin / Guest Speaker
16	<ul style="list-style-type: none"> ● In-flight Service Simulation 	3 hrs.	<ul style="list-style-type: none"> - Student centered: cooperative learning - In-flight service practice 	Mrs. Korawin

17	• Final Exam	3 hrs.	- Paper test	Mrs. Korawin
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2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Ethic and Morals</p> <p>(1) The ability to deliver or to complete a required task at or the appointed time,</p> <p>(2) The ability to do the right thing according to the values, beliefs and principles they claim to hold,</p> <p>(3) The ability to make decisions in business according to moral concepts and judgments.</p>	Attendance criteria	Throughout semester	10 %
2	<p>Knowledge</p> <p>(1) The ability to identify the business theories and describe important case studies,</p> <p>(2) The ability to provide an analysis and provide the solution to real world problems,</p> <p>(3) The ability to use business knowledge</p>	Paper test	<p>(1) Week 8</p> <p>(2) Week 16</p>	<p>25 %</p> <p>25 %</p>

	integrated with other disciplines.			
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	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
3	<p>Cognitive Skills</p> <p>(1) The ability to gather and summarize information, and conduct research,</p> <p>(2) Self-study and sharing information to the class,</p> <p>(3) The ability to solve problems from case studies.</p>	<p>- Cooperative learning</p> <p><u>Activity</u></p> <p>1. In-flight Service Project (20%)</p>	<p>- Throughout semester</p> <p>- week 10 - 12</p>	20 %
4	<p>Interpersonal Skills and Responsibilities</p> <p>(1) The ability to communicate in English,</p> <p>(2) The ability to use English to solve business problem,</p> <p>(3) Initiate some new business ideas and have leadership.</p>	<p>(1) Cooperative learning</p> <p>(2) Group presentation</p> <p><u>Activity</u></p> <p>1. Pre-flight briefing (5%)</p> <p>2. Safety Demonstration Announcement (5%)</p>	Throughout semester	10%

5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) Be able to use basic ICT skills and apply them to daily life,</p> <p>(2) Be able to use statistics and mathematics to solve business problems,</p> <p>(3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.</p>	<p>- Group activity</p> <p><u>Activity</u></p> <p>1. Presentation Life of Cabin Crew (5%)</p> <p>2. Presentation Plan of In-flight Service Project (5%)</p>	Throughout semester	10 %
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Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

IATA Training and Development Institute. (2010). Airline Cabin Crew Training Course Textbook. Canada.

Sue Ellis and Lewis Lansford. (2010). English for Cabin Crew. China:Oxford University Press.

Terence Gerighty and Shon Davis. (2009). English for Cabin Crew. UK:Heinle, Cengage Learning EMEA

2. Important Documents for Extra Study

3. Suggestion Information (Printing Materials/Website/CD/Others)

http://www.emirates.com/english/flying/flying_with_emirates.aspx

<http://www.thaiairways.com/thai-services/in-the-air/en/inflight-services.htm>

<http://www.flight-attendant-careers.com/flight-attendant-job-faq.html>

<http://avstop.com/careers/flightattendants.html>

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

1.1 Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. The topics include:

- (1) Content objectives
- (2) The instructional materials
- (3) Learning methods and assessment
- (4) Advisory method

1.2 Observing students' behavior in classroom.

1.3 Using students' suggestion during classroom.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturer observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulated interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair in dealing with students.
- (9) The lecturer makes students feel comfortable about asking question.
- (10) Course assignments are interesting and stimulating.

(11) The lecturer's use of technology enhanced learning in the classroom.

2.2 The Dean or head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

3. Teaching Revision

Lecturer revises teaching / learning process based on the results from the students' survey question, observation, suggestion, and classroom research.

4. Feedback for Achievement Standards

The evaluation is conducted by the Administrator Committee in order to assessment process and grading.

5. Methodology and Planning for Course Review and Improvement

5.1 Revise and develop course structure and learning process every year.

5.2 Seek advisory from expertise in order to enhance content and make it up-to-date with the changing environment.